

CLAIMS

I claim:

1. A method of preparing a series of children's books for sale and distribution, each book in the series having one or more unique stories printed and contained therein, the system comprising:

providing each of said books with unique cover illustrations;

providing a series of book bags corresponding to said series of children's books, each of said book bags in the series having external illustrations thereon corresponding to one of said unique cover illustrations associated with said books;

and enclosing an individual book of said series of books in each of said book bags, said individual book having a cover illustration identical to the external illustration of the book bag in which it is enclosed.

2. The method of claim 1 wherein said unique cover illustrations include both front and back cover illustrations, and including the step of rendering said external illustrations on said book bags on opposing side panels, with one of said side panels having the front cover illustration and the other of said side panels having the back cover illustrations.

3. The method of claim 1 wherein said book bags include an interior pocket, and further including the step of placing the book in said interior pocket.

4. The method of claim 3 wherein said book bag is sold with said book in said interior

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pocket.

5. A method for the sale and distribution of a series of children's books, each book in the series having one or more unique stories printed and contained therein, the method comprising:

providing each of said books with unique cover illustrations;

providing a series of book bags corresponding to said series of children's books, each of said book bags in the series having external illustrations thereon corresponding to one of said unique cover illustrations associated with said books,

whereby exchange of said book among readers of books in the series is encouraged upon mutual visual observation of said external illustrations on said book bags.